

# WiVi 2019 Survey Summary For Sponsors and Exhibitors

April 19, 2019



# 2019 Attendee Statistics

- Over 1,800 people attended (including exhibitors)
- 752 people from wineries
- 243 Wineries
  - 183 wineries from the Central Coast
  - 60 wineries from the Central Valley, North Coast, etc.

# Winery Attendance Increased 12% in 2019

	2018	2019
Number of attendees from wineries	670	752
Number of Central Coast wineries that had a least one person attend	169	183
Percent of Central Coast wineries that had at least one person attend	20%	21%



# Attendance by Top Wineries on Central Coast

Annual Cases	Company	2019 # Attendees
76,000,000	E & J Gallo Winery / Edna Valley / Bridlewood	26
52,000,000	The Wine Group	4
50,000,000	Constellation / Wild Horse	11
17,000,000	Trinchero Family Estates / Joel Gott	20
12,400,000	Treasury Wine Estates	51
9,500,000	Delicato Family Vineyards	4
6,000,000	Jackson Family Wines /Cambria /Byron/Carmel Road	11
2,400,000	ASV Wines	1
1,900,000	O'Neill Vintners & Distillers	4
1,900,000	Robert Hall Winery	3
1,800,000	J. Lohr	41
1,300,000	Foley / Chalone / Firestone/Lincourt	1
1,000,000	Rack & Riddle Custom	2
750,000	Wente	1
625,000	Riboli/San Antonio	4
600,000	Scheid Vineyards	4
500,000	KrushWerks	1
465,000	Caymus / Wagner / Conundrum / Mer Soleil	2
450,000	Hope Family Wines	24
375,000	Hahn Family Wines	13
352,000	Crimson Winery Group / Chamisal	8
328,000	Thornhill / Miller Family / Turn Key /Bien Nacido	5
300,000	Monterey Wine Co.	1
235,000	Justin Vineyards / The Wonderful Co.	9
168,000	Bianchi	2
120,000	Broken Earth	1
	<b>Report Total</b>	<b>254</b>



# 2019 Winery Attendees by Function

By Function (2019 = 752 attendees; 2018 = 670 attendees)

	2018	2019
	Attendees Reporting Function	Attendees Reporting Function
Winemaking	216	265
Cellarmaster/Production	213	217
President/Owner/General Manager	118	164
Purchasing/Finance	82	83
Sales/Marketing	149	193
Direct to Consumer	131	174
Vineyard Management/Viticulture	93	93
Human Resources	33	52
Facilities Management	1	45

Attendees could report multiple functions



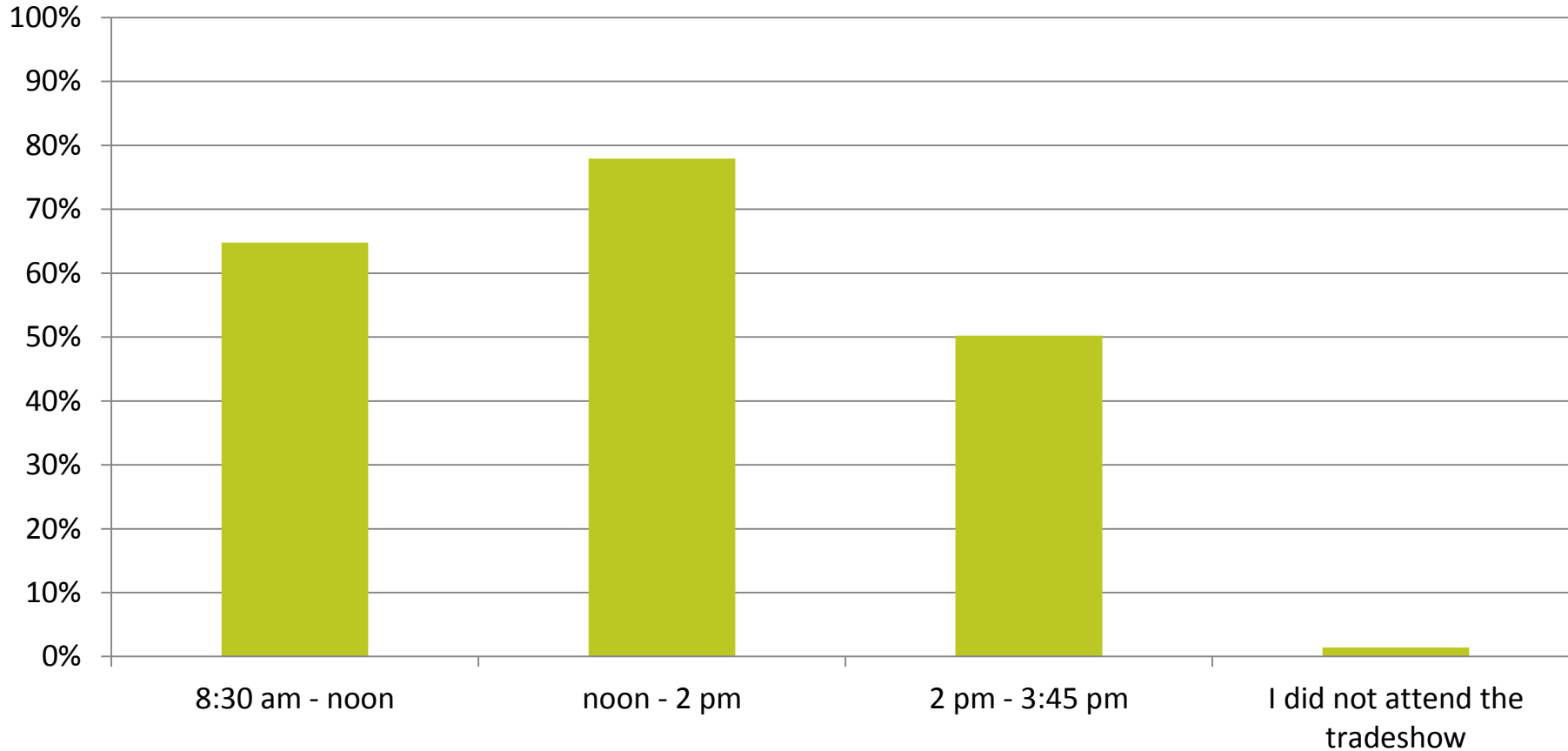
# Attendee Survey

Results and Analysis

# 2019 Attendee Survey Summary

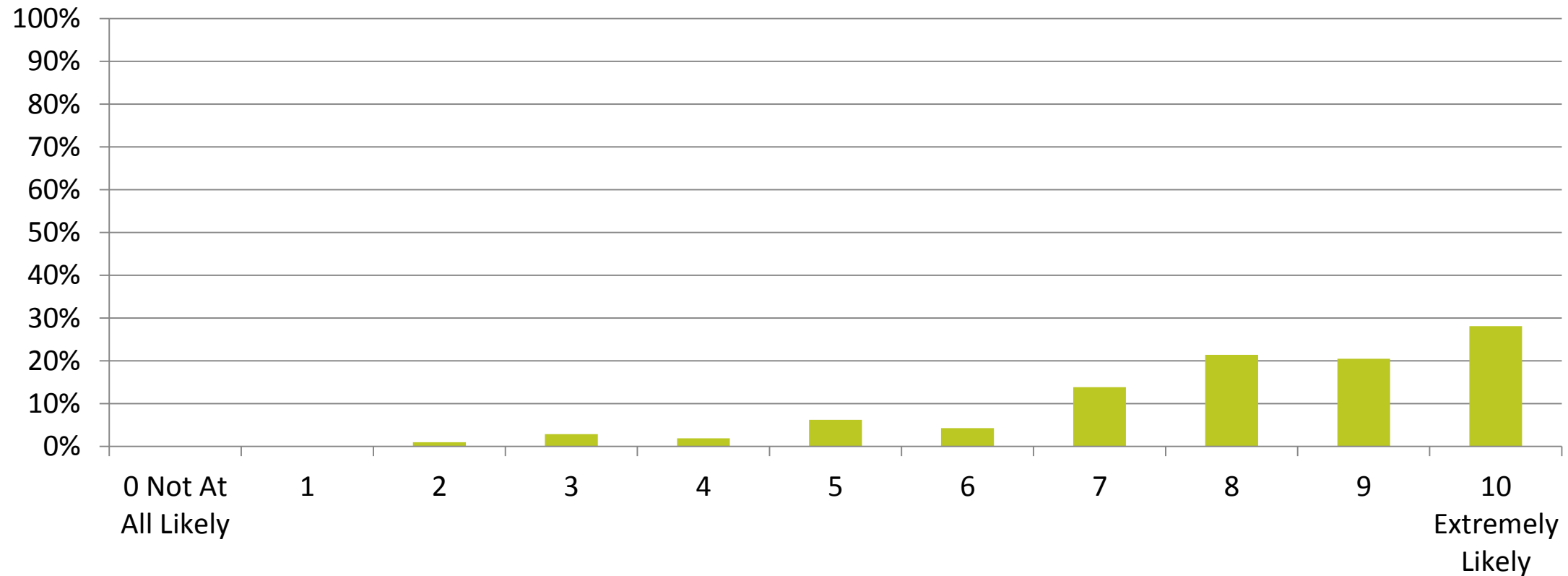
- When asked how likely they would be to recommend WiVi to colleagues on a scale of 0 to 10, the average attendee response was 8.1, very similar to the 8.0 in 2018 and 7.8 in 2017. 70% of attendees responded 8 or higher (versus 67% in 2018 and 60% in 2017).
- Attendees suggestions for improving WiVi:
  - Continue to improve and diversify session content
  - Improve schedule (less overlap of tradeshow/trials/sessions)
  - Provide more heaters and seating

# Most Attendees Attend the Tradeshow Mid-Day





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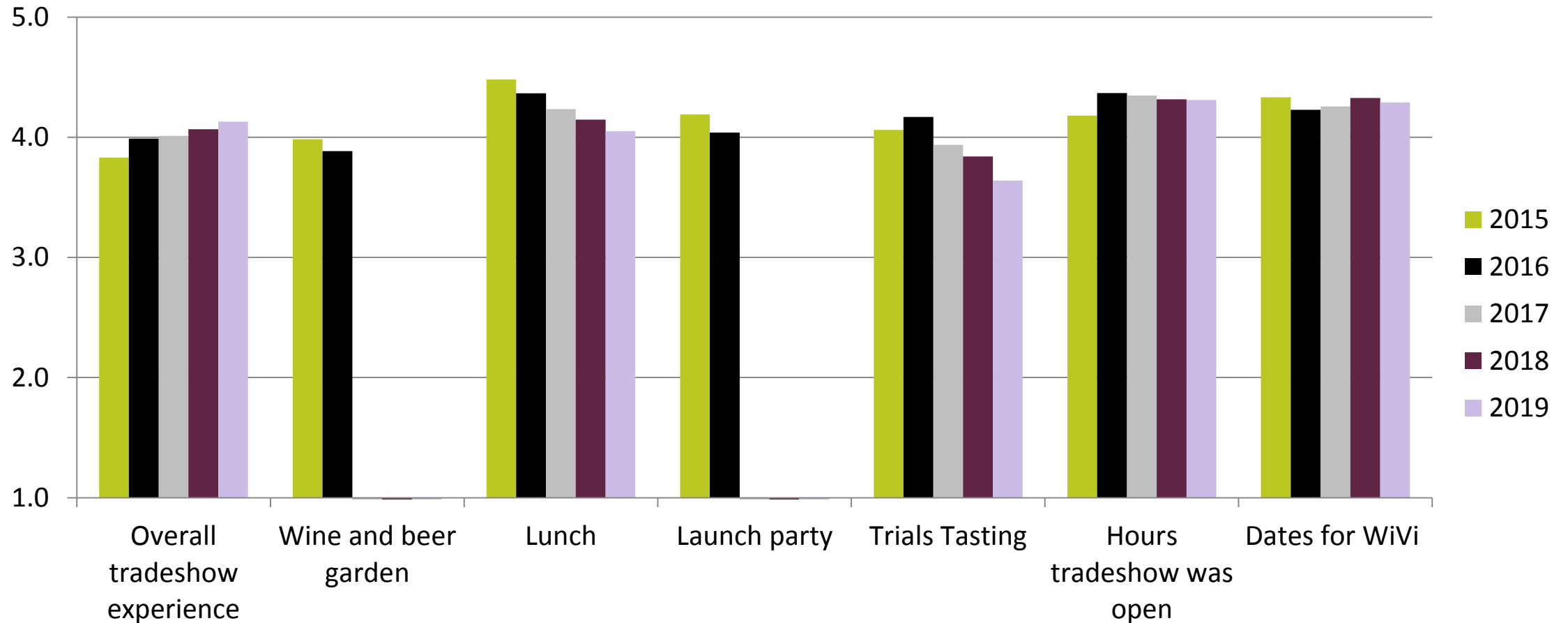


Attendees are consistently likely to recommend WiVi to colleagues.

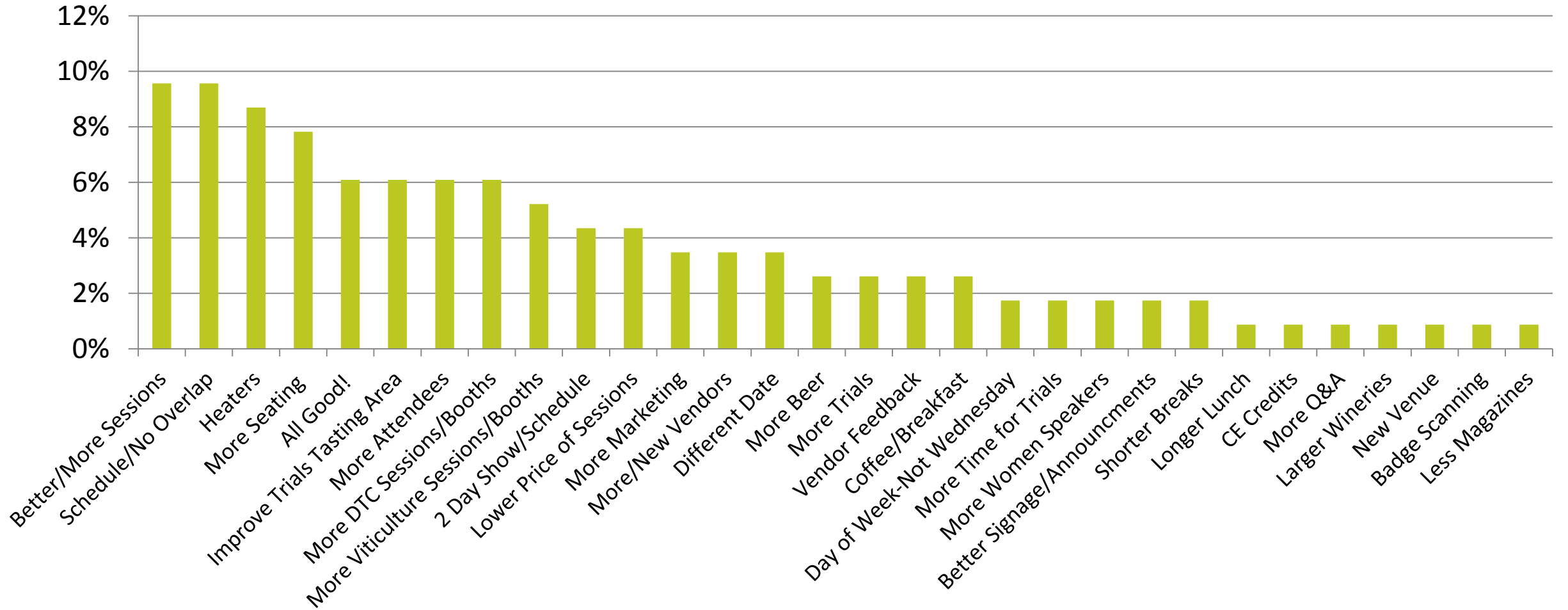
	<u>2015</u>	<u>2016</u>	<u>2017</u>	<u>2018</u>	<u>2019</u>
How likely are you to recommend WiVi to colleagues?	7.9	8.0	7.8	8.0	8.1



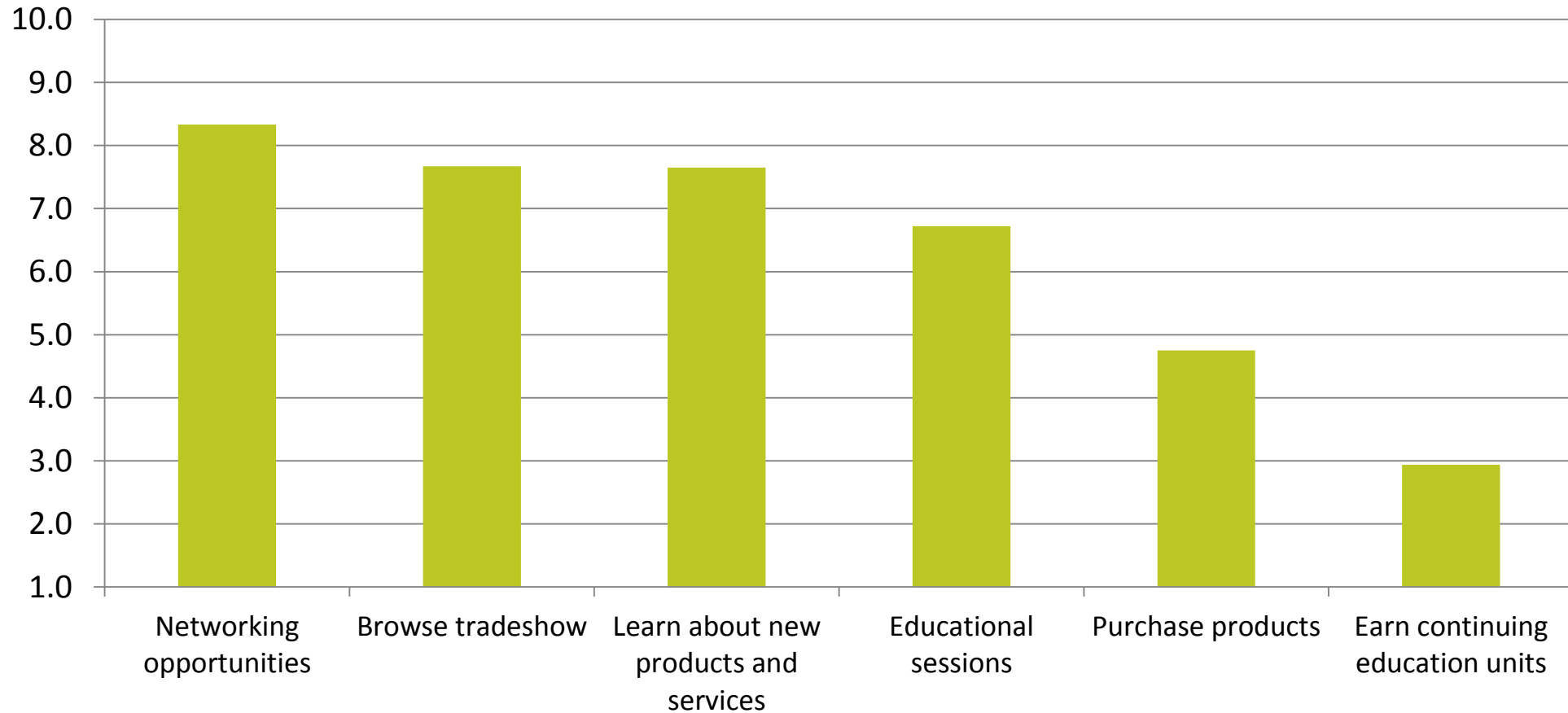
# Attendees Were Positive on Most Aspects of WiVi



# Attendee Suggestions for Improving WiVi



# Networking is the #1 Reason People Attend WiVi



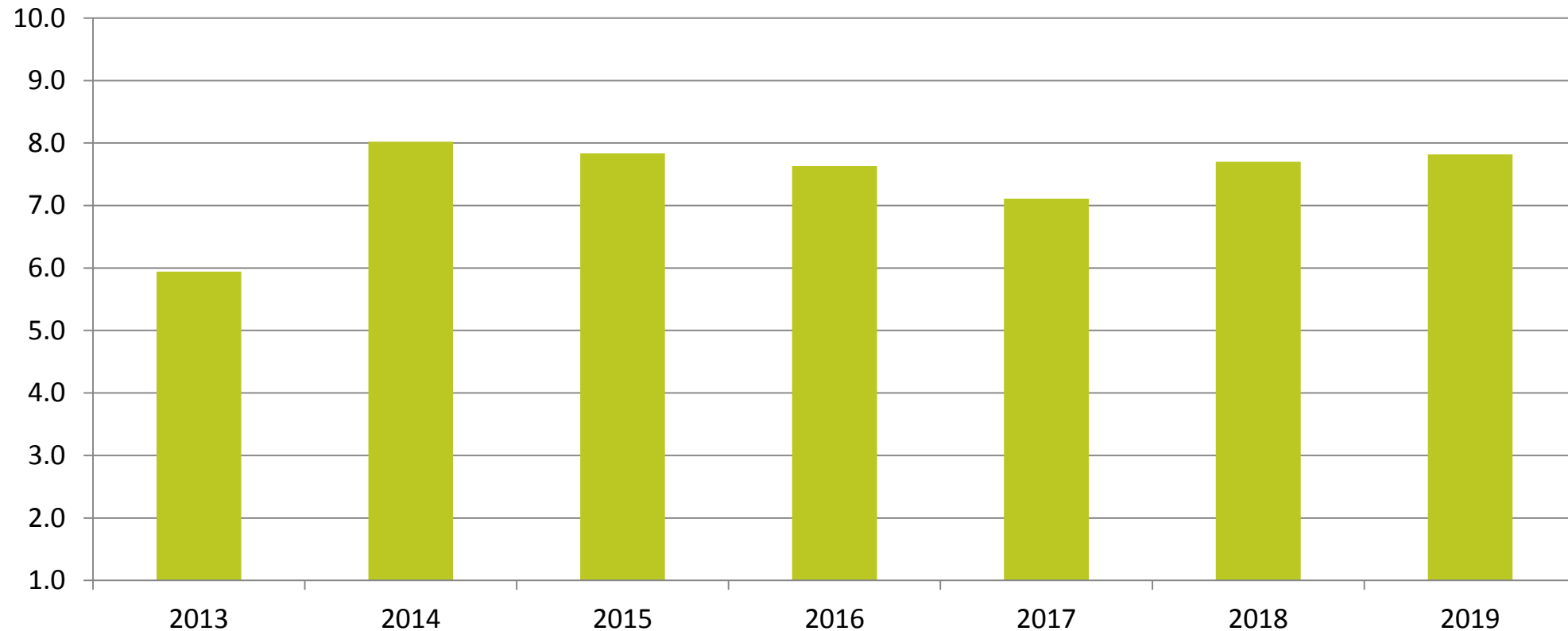
# Exhibitor Survey

Results and Analysis

# Exhibitor Survey Summary

- When asked how likely they would be to recommend WiVi to colleagues on a scale of 0 to 10, the average exhibitor response was 7.8, very similar to the 7.7 in 2018. 71% of attendees responded 8 or higher.
- Exhibitors gave WiVi high marks in a number of areas:
  - Setup and breakdown logistics and contact with WiVi staff prior to the show received high ratings
- Exhibitors top suggestions for improving WiVi trade show:
  - Continue to increase attendance and tradeshow traffic
  - More focus on the tradeshow
  - Refine layout

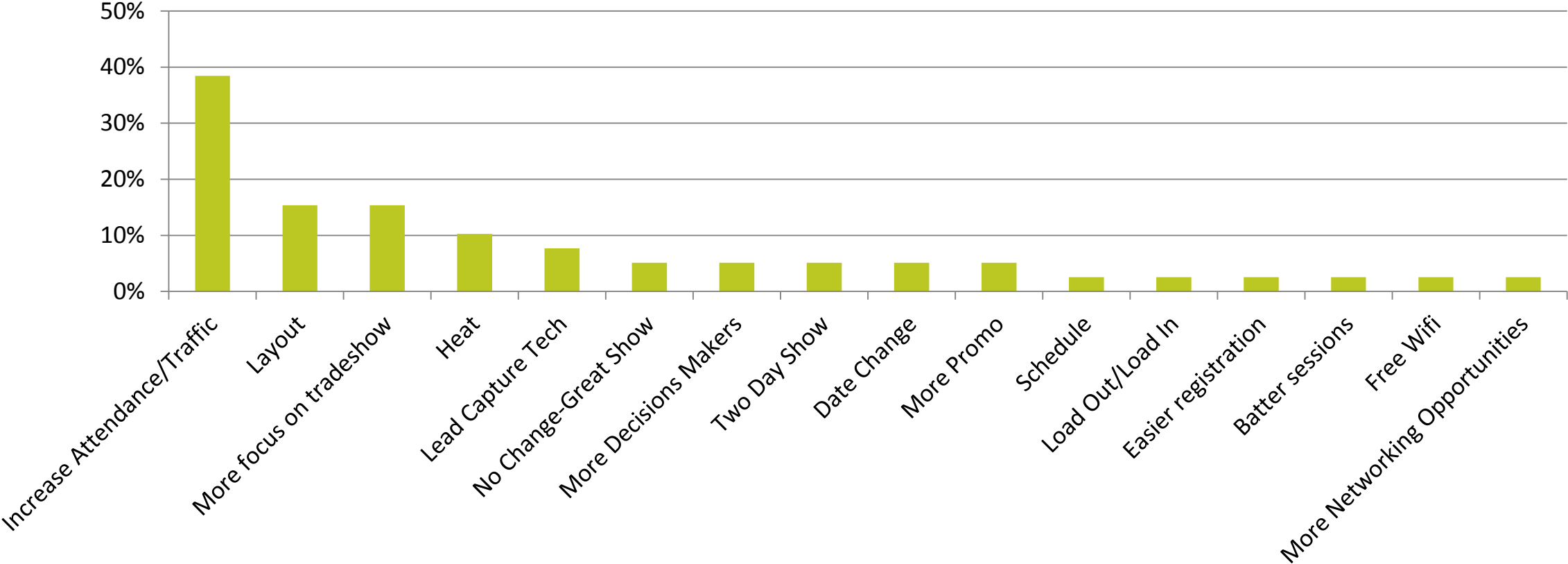
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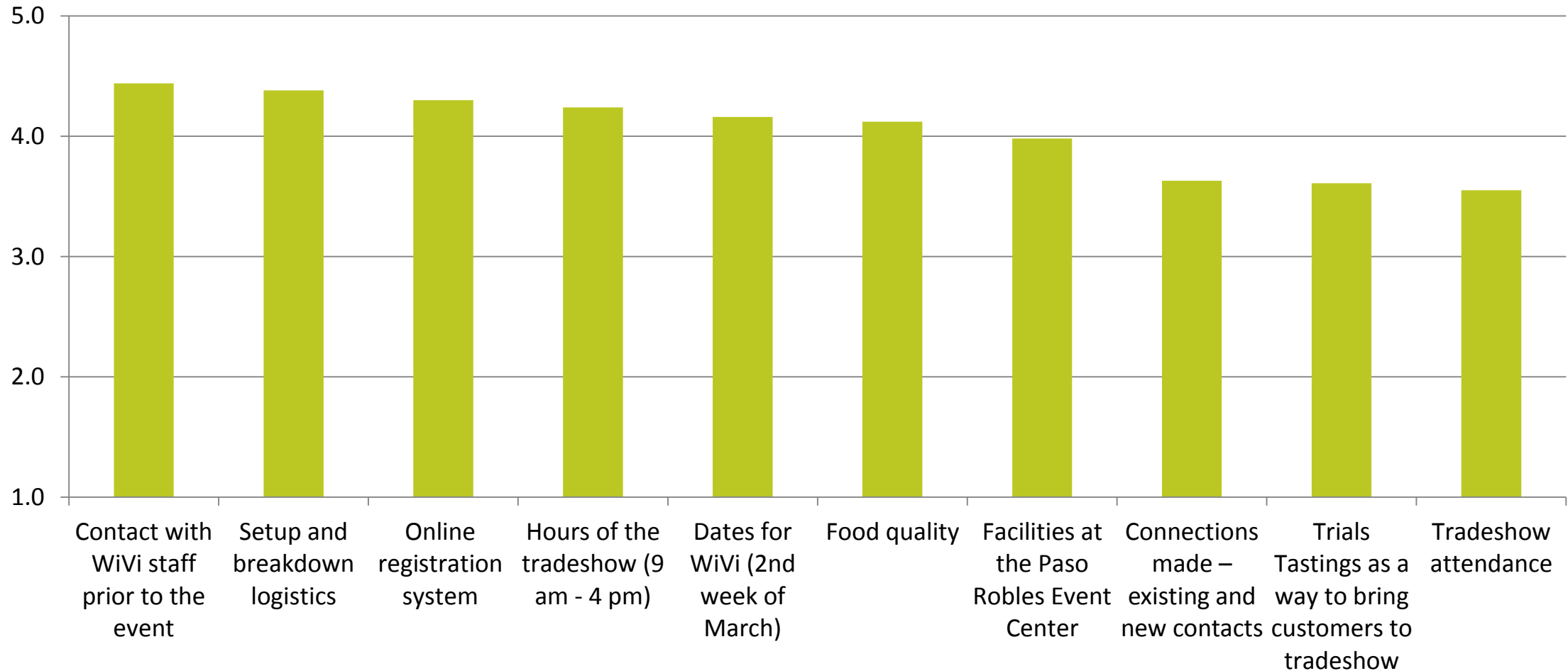


# Exhibitor Suggestions for Improving WiVi:

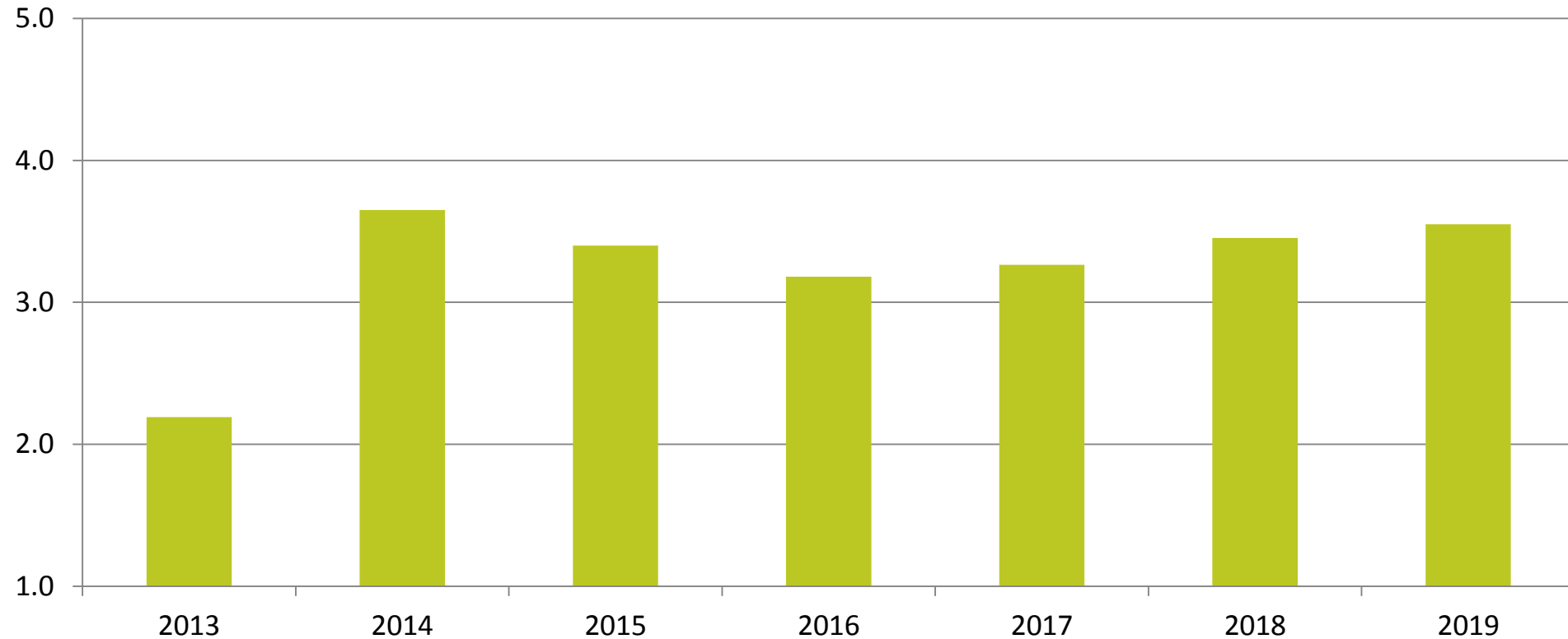
Continue to Increase Attendance and Refine Layout



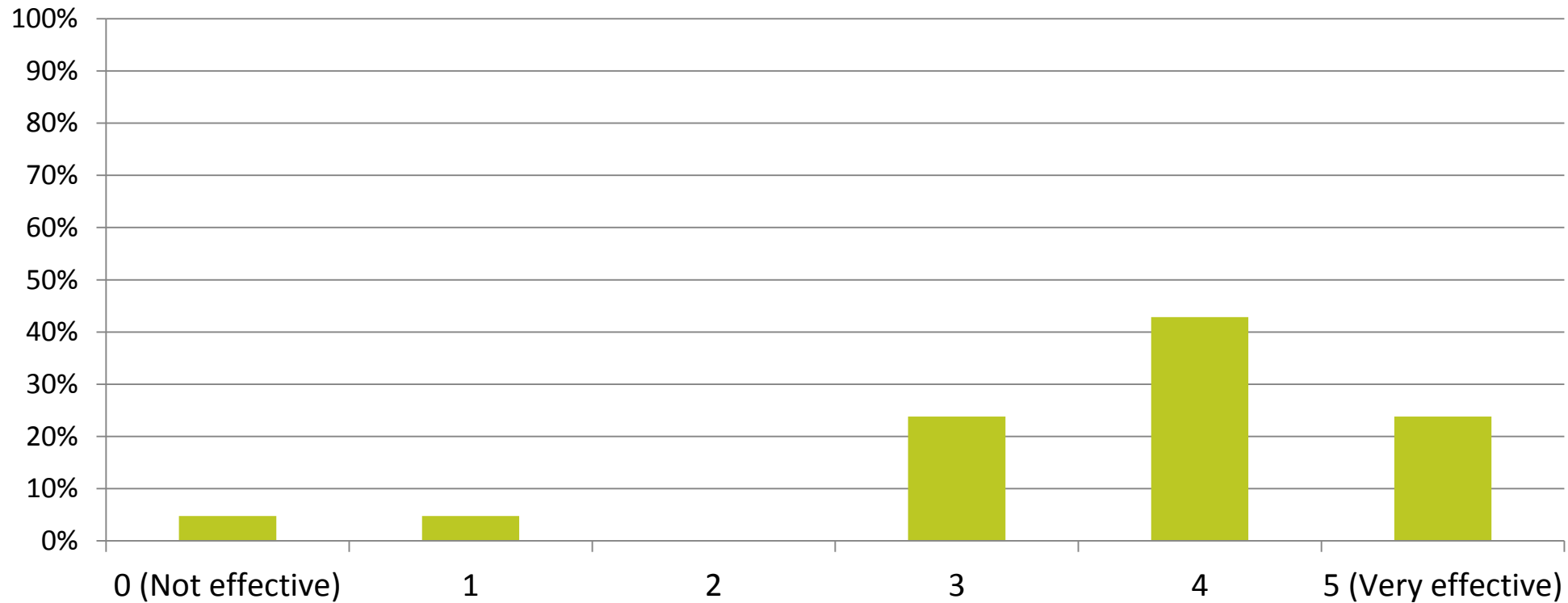
# Exhibitors rated most aspects of the show very positively.



# Exhibitor Ratings of Tradeshow Attendance Over The Years



Bottle Bash Central Coast was introduced this year. Most exhibitors and sponsors rated it as an effective way to meet existing and potential customers.



# Thank You!

- Thank you for sponsoring/exhibiting at WiVi 2019 and for taking our survey.
- See you at WiVi 2020. The date will be announced soon.
- If you did not already renew your exhibit space on-site, please contact Mary Anne Stockus to renew by July 1. Mary Anne can be reached at [mstockus@winebusiness.com](mailto:mstockus@winebusiness.com) or (707) 940-4743.

